

EVENT PROPOSAL FOR YARRA COUNCIL

OIL STAINED BRAIN

SATURDAY 1ST – SUNDAY 2ND NOVEMBER 2014

SUBMITTED ON FRIDAY 20TH JUNE 2014 BY
JIMMY GOODE AND GEOFF BALDWIN, KUSTOM KOMMUNE

EVENT OVERVIEW

Oil Stained Brain, now in its 3rd year is a two-day celebration of hand built custom motorcycles and the lifestyle that surrounds them: art, music, fashion and film.

This free to the public cultural celebration is planned for Saturday 1st & Sunday 2nd November with the main event taking place on Saturday 1st of November 2014, with an estimated attendance of approximately 4500 patrons from all around Australia.

The event attracts creative people young and old. The custom motorcycle community is a thriving, friendly community in Australia represented by fan clubs, events, community workshops and media.

Collingwood is fast becoming the epicenter of custom Motorcycles in Victoria. Numerous workshops and retailers now reside in Collingwood and bordering suburbs. This event will put Collingwood on the map as the must-visit suburb for anyone with an interest in the lifestyle attached to custom-built motorcycles.

Oil Stained Brain has its roots set firmly into the arts and culture that Collingwood is already well known for. We aim to attract new artisans to the area and nurture the already growing scene.

The first weekend of November is the Melbourne Cup, we have strategically selected this date to offer an alternative to those that are looking for alternative events to attend. It's an opportunity for people who have no interest in the Cup or any of the events that surround it to enjoy the long weekend in the city rather than avoiding it. Fitzroy, Collingwood and Richmond are where many of our target audience already reside.

Additionally, OSB Event organizers will work closely with Movember (also located in Collingwood), where we will aim to raise $50,000 for Men's Health to support Prostate Cancer, Testicular Cancer and Mental Health research.

APPLICATION SPECIFICS

- Place of Public Entertainment application
- Planning approval -Temporary road occupation of Easey Street Collingwood (between Smith St and Bond St) from Saturday 1st November 03:00 – Sunday 2nd November 24:00
- Saturday 1st November 4500 capacity free to the public event with controlled access
- Temporary limited liquor license
- Small stage with bands playing live music with intervals from Saturday 1st November 12:00 – 22:00

PROPOSED SITE PLAN

The heart of the event is located at The Kustom Kommune, 25 Easey Street, Collingwood, Victoria 3066. The proposed Street festival will take place along Easey Street, between Smith Street and Budd Street. View Google Map



TICKETING / EVENT ACCESS

Who can go

- A free event open to everyone (capacity managed by one secure entry system)
- Family Friendly
- Under 18s need to be accompanied by an adult

Entrance system

- Event entrance will be positioned at the Smith Street entrance to Easey Street
- Clear signage will indicate entrance and exit points

- 2.1m fencing system running across the width of Easey Street with separate entry gates for pedestrians ingress and egress and a gate for people with motorbikes.
- Disabled access will be through entrance created for motorbike access
- Agreed number of security on the gates following security assessment
- Bag checks will be taking place with tables set up for security
- ID will be required- over 18s will be given a wristband to prove they have been ID-checked so they can display at the bar

Bump-in entry / emergency exit

- A 2.1m fencing system will be installed at the Bond Street entrance to Easey Street
- This will be able to be opened for emergency ingress/egress
- Security guard will be positioned here at all times during the event
- Clear signage will indicate emergency exit points

General rules

- Security reserve the right to refuse entry
- No patrons wearing club patches / colors will be admitted entry (will be advertised)
- Anyone looking intoxicated will not be allowed entry
- No alcohol to be brought into the event
- Patrons must wear shoes

Event Closure

- A full plan for closing the event will be created with liaison form all stakeholders
- Location is well serviced by public transport to cater for large volumes of people leaving
- Many bars and restaurants in the local area for people to disperse to
- Event zone will stay open for 1 hour after vendors, bars and entertainment have finished to spread the numbers leaving the event over a longer period of time and to allow people to make their plans for after the event

PROPOSED ON SITE ACTIVITIES

OSB will be applying for a Place of Public Permit from Yarra Council building surveyor.

Invited builder ride-in

(Bikes will meet at agreed location in Yarra and ride in as a collective via Smith Street Entrance of Easey Street at 11am)

What:

- Our 30 hand-selected motorcycles will ride from the top of Easey Street at the Smith Street entrance into the Kommune, marking the opening of the event at 11am

Details:

- Security and traffic stewards will manage the arrival of the 30 riders under the supervision of the production manager to ensure there is a clear thoroughfare and the public are safe.
- The bikes will ride up through Easey Street before being wheeled into the Kustom Kommune motorcycle exhibition space to be placed

Oil Stained Brain Motorcycle Exhibition
(Venue: Kustom Kommune, 25 Easey Street Collingwood, 3066)

What:

A hand-selected group of 30 of Australia's best made custom motorcycles. Including historic race bikes, shed built customs and professional builds. Displayed as art pieces in The Kustom Kommune workshop with a focus on telling the story of the builder and the passion behind the machine.

Details:

- 30 x bikes will be affixed to constructed timber bases approximately 15cm height. They will have steering locked where possible
- Each bike will have a plaque describing the details of the custom build for patrons to read
- Signage will be present to ensure patrons don't touch the bikes
- Appropriate lighting will be present and cable matted to avoid tripping

Music Stage – live bands
(Stage on Easey Street facing Smith Street in front of 35 Easey Street)

What:

- Live music from Australia's best Garage, Rock and Surf bands. OSB organisers will seek a live broadcast agreement with local radio station PBS (also located on Easey St) on the day.

Details

- Stage will provided by staging contractor and will be a mid-sized fully equipped mobile trailer stage (view example), which has been selected for ease to bump in and bump out.
    - Total footprint open 9.5m x 7.1m
    - Total height 4.5m
    - Stage size is 8m x 4.2m
    - Stage to ground 1m
    - Stage to roof 3.5m
- Sound and lighting system will be installed into trailer stage
- FOH control desk will be positioned to the side of the stage within a 3m x 3m marquee

- An artists green room will be positioned behind the stage with secure access for performers
- The stage will be powered by Generator, 32 amp 3 Phase supplied by Power contractor
- Appropriate pit barrier will be installed at the front of the stage

Crowd Safety:

- Patrons must be advised that crowd surfing is dangerous and will not be tolerated.
- Appropriate signs and announcements prior to the start of each event/act are recommended.
- Patrons at the stage barrier must be monitored and water administered to those in need.
- First aid will be located adjacent the stage crowd barrier.
- Patrons will be advised that mosh pits are dangerous, be considerate to those around you, if you notice someone in trouble, lend assistance and seek help from a crowd controller or first aid officer.
- Crowd controllers will be familiar with mosh pit environments.
- Performers and crowd control, event managers must monitor the situation and be prepared to stop the event in the interests of safety.
- Identify the person with the ultimate responsibility for safety prior to the event.
- An adequate distance (no less than 1.5 metres) between the stage barrier and stage will allow crowd controllers to operate effectively
- There will be no protrusions from the stage that will injure people crashing into the pit.
- The crowd barrier will be an approved type and must be checked for finger entrapment and sharp protrusions.

Show'n'Shine

(Smith Street end of Easey Street)

What:

- It is proposed to use the top of Easey Street near Smith Street entrance as a show'n'shine bike display.
- Event patrons will be able to park their motorcycle within an allocated space on Easey Street for the public to admire.

Details:

- There will be a limited limit to the amount of bikes which can be parked in this space to avoid overcrowding or damage
- Security guards will be positioned in this space

The Mini Cup

(In Car Park on Easey Street)

What:

An "impromptu" mini bike race featuring a small group of riders on mini bikes in recognition of the Melbourne Cup. Riders will navigate a short course on 50cc mini

bikes with a live rock n roll performance in the background and a cup ceremony for the winning rider.

Details:

- 6 Mini bikes supplied by Braap Motorcycles
- Slow speed 'race' with entrants travelling no more than 20 kph on a closed circuit
- Course barricades – Hay Bales will be set up as a barricade
- Judge/compere will host the occasion using a mic and small PA system (150w) on a low (30cm) piece of 1.2m x 1.2m stage deck

Vendor Area
(along Easey Street and within car park area)

What:

- Market and trade stalls including lifestyle brands, local businesses and artists and bespoke garages.

Vendor consultation process

- We are in the process of appointing a vendor liaison contact. This person will be the contact for all vendors to liaise with and will be available to discuss requirements for the event.
- Vendor offer letters to be distributed which will specify what infrastructure, equipment and documentation and vendor will need to provide
- Vendors will need to provide their own structure which is to be proposed in advance
- A Harley-Davidson Merchandise Trailer will need to be positioned in a selected area. The sale of official H-D merchandise is to be supplied by official local H-D dealers.
- All stalls selling any sort of orally consumed product will require public and product liability to trade.
- Vendors will go through a selection process and all outlets are required to complete and agreement that outlines the conditions that operators must comply with including Council requirements
- All vendors will be safety checked before they are allowed to open
- An onsite diesel generator will be supplied for food vendors provided by our Power contractor

Art Installations by local artists
(on Easey Street within event space)

What:

- Up to three art installations will be commissioned by OSB. These will include large-scale sculptures, projections and a custom painted helmet/jacket exhibition.

Details:

- Displays will be positioned within their own safe freestanding structures, such as braced wooden flats or scaff frames.
- All structures will be checked by the onsite health and safety officer and a structural engineer if required to ensure they are safe for the public
- Signage will be administered to prevent any damage to the art displays

Seating zone
(on Easey Street within event space, outside Kustom Kommune)

What:
- Seating area and shade made from reclaim furniture and pallets for guests to enjoy coffee and food

Details:
- Temporary 10m x 8m open sided freeform tent structure (freestanding and weighted)
- Seating constructed from pallets
- Artwork and displays
- Roving entertainers
- Professional tattooist in closed zone
- Motorbike helmet artwork
- Coffee cart vendor (council approved)

EVENT BRANDING/ SIGNAGE

Main entrance
- Its proposed that the Main Entrance will have an over arching sign displaying the event name. This sign will be a self-supporting, 4m high truss or scaff structure with sufficient weighting and will be signed off with an engineers certificate

Banners
- Six additional OSB fabric banners (200cm tall x 80cm wide) are to be attached to street poles along Easey Street and removed after the event. A qualified rigger will erect all signage and cherry picker used if required.

Food Court
- At the entrance to the food court will be signage promoting food trucks who are in attendance. These will likely be self standing vertical, vinyl banners.

MANAGEMENT/OPERATIONAL ROLES

Event Organiser: Jimmy Goode, Kustom Kommune, Collingwood
Jimmy Goode co-owner of Australia's first community motorbike workshop, based on Easey Street in Collingwood.

- Principal contact for council liaison
- Pre production and planning of entire event
- Provider of public Liability insurance of $10,000,000 cover
- Provider of certificate of currency for workers comp

Site Operations Manager: Jim Clarke
Jim Clarke has worked in the entertainment business for 10 years including art direction for Big Day Out festival

- Site operations manager
- Ensuring safe and license compliant operation of the site during bump in, live event and bump out
- Responsible for all suppliers and subcontractors and entertainers
- Main point of contact for emergencies, security and production issues

TBC Stage manager
- Responsible for the entertainment on stage
- Ensuring running times and curfew adhered to

TBC AV crew
- Responsible for the installation and control of all event sound and lighting
- Managing sound levels within EEP guidelines

Neil King Security
- Licensed security company of 20 years
- Managing crowd safety during event
- Managing security of bar service areas
- Managing arrival process at entrance - bag checks
- Overnight security to ensure site infrastructure is safe

Health and safety and Noise officer
- JTA Health, Noise and Safety Specialists will be engaged to create a full safety operations plan and noise management plan. They will be onsite to ensure successful delivery of the safety plan and noise management plan at all times.

Bar Licensee Tracey Wall
- Responsible for all matters related to the licensed area related specifically to the activation space (as per the license submitted)
- To included service, responsibility, stock, staffing, security (during operational hours), cash handling, general cleaning and waste management, toilets and other associated provisions.

Bar Staff

- RSA accredited staff to deliver all beverage and food operations during opening hours,
- Including setup, service, stock management, cash handling, cleaning
- Reporting directly to the Licensee.

Vendor liaison

- Venue liaison will be in charge of selecting vendors and ensuring they are in compliance with council requirements
- They will be the point of contact to position vendors and ensure they have been approved from a H+S perspective before the event is open

Bump-In Crew

- Responsible for management and execution of delivery, placement, installation, setup and connection of all infrastructure, AV, theming and dressing pre-event
- Reports into Production manager

Bump-Out Crew

- Responsible for management and execution of pack-down, removal and disconnection of all infrastructure, AV, theming and dressing post-event (includes site manager).
- Reports into Production manager

SOUND MANAGEMENT

- As part of our Temporary Road Occupation Application, local residents will be notified about our Event (see section on **Local Resident Communication**)
- JTA Health, Noise and Safety Specialists (or similar company) will be engaged to analyze noise propagation and to prepare assessment and recommendations and controls regarding the control of music noise from the proposed Easey Street location
- This noise management plan contains the abatement measures that will ensure the event adheres to the applicable noise limits and causes minimal disturbance in residential areas.

BAR OPERATION

Alcohol Management

Several strategies have been adopted for OSB events in relation to Alcohol Management.

Over 18s wristbands

- All patrons are ID Checked by security prior to service and issued with secure wristbands to mark that they have been checked for proof of age.

Licenses

- A Temporary Limited license approval from Liquor Licensing will be held for this event.
- Statutory regulations will require this licensed event to minimize the harm connected with the misuse or abuse of liquor, such as violent and anti-social behavior.
- Our health and safety officer will assist the security contractor with practices that will be in place so that liquor is sold, supplied and served responsibly. As well, all reasonable steps are taken to prevent intoxication on the premises and at the event.

No Special Promotions

- OSB will avoid discounting alcohol, as this is associated with binge drinking and high levels of intoxication.
- Avoid promotional materials, happy hours and other activities, which encourage excessive alcohol consumption, will be discouraged in favor of other activities that encourage responsible drinking

RSA & Bar Staff

- Responsible serving practices will be encouraged and communicated through written and verbal information provided to the bar & contractor security RSA staff.
- Presentation, recruitment, demeanor and training of security contractor staff should all foster the maintenance of a courteous and professional team who are vitally involved in the responsible RSA strategy; security staff numbering, registration and appropriate rosters will be undertaken along with the recording and reviewing of all incidents.

Responsible Service of Alcohol

- Responsible service of alcohol will be maintained at all times to control consumption where possible and minimize the harm associated with the misuse and abuse of alcohol such as harm arising from violence and other anti social behavior.
- No alcohol will be sold in glass containers. Any beverage in glass will be decanted into recyclable plastic cups.
- All beverages will be opened by bar staff before being handed to the purchaser to minimize "stock piling."
- Low alcoholic and non-alcoholic beverages should be made available at all outlets.
- Potable water should be made available at all bars free of charge. Free water should also be made available at First Aid posts.
- RSA Security staff will maintain static positions and assist in the implementation of RSA practices at all outlets selling and distributing alcohol. In addition to RSA security at all bars we will have roving RSA security.
- As a minimum the license will apply harm minimization policies and responsible service of alcohol as approved by the courts. Reasonable steps will be taken to

prohibit or restrict activities that encourage the abuse of alcohol. Security will also rove the site and ensure that RSA practices continue throughout the area.
- The bars will close at least half an hour prior to the end of the event to aid in ensuring an orderly departure of patrons.

Signage

- All bars will display the prescribed harm minimization / RSA signage. Signage should also be displayed at the entrance to the licensed premises.

General Principles of Operation

- The licensee and bar staff have a statutory responsibility to ensure that patrons do not become intoxicated or engage in conduct which is indecent, violent or quarrelsome and to prevent such persons from remaining in the licensed premises.
- They must also ensure that no person under the age of 18 is served or supplied with alcohol. RSA Security staff will assist in compliance with this obligation.
- Any patron wishing to purchase alcoholic beverages will enter the bars via a queuing system.
- RSA Security Staff will be stationed at the entry to the bars. RSA Security staff will be responsible for managing the queues and ensuring that people entering have been issued wristbands and those wristbands remain in good order.
- Security Manager will ensure that appropriate resources are provided at all times for approved managers and persons involved to effectively monitor the behavior of patrons and to report any instances of intoxication, sale or supply of liquor to minors, consumption of liquor by minors, and misbehavior or violent or disorderly conduct by patrons.
- If a member of VIC Police directs any licensee, approved manager or other person involved in the sale or supply of alcohol to cease selling or supplying liquor to any person or persons on the licensed premise they will do so immediately and comply with the direction.

Notification of Incidents

- Bar managers and or RSA security staff will notify the EOC when an incident is about to occur or has occurred. After dealing with the incident a full record will be entered into an incident book by the relevant zone supervisor overseeing that area.

Price Points

The following price points will apply for all bars

- Tap Beer $10
- Drink with mixer $13
- Light Tap Beer $7
- Bottled Water $3
- Soft Drink $3

FOOD VENDORS

- We request that approval is granted for the sale of food in the event area for the duration of the event to meet the demand of the general public in attendance.

- A hand picked selection of local and bespoke offering food trucks will be onsite for the day. Food Vendors will be located as per map, creating a Food Truck Food Court.
- All food vendors will be checked that they are registered with a principle council in Victoria and their registrations will be submitted to the council./
- Tables and Seating will be provided, along with complimentary drinking water.
- We propose for the following Food Trucks to attend the event:

  - **Chingon Taco Truck** Mexican
  - **Iron Bark BBQ** Southern BBQ
  - **Pizza Wagon** Pizza
  - **Mr Burger** Burgers
  - **Gorilla Grill** Asian
  - **Crank Coffee** Coffee



- Catering outlets will go through a selection process and all outlets are required to complete a Catering Operators Agreement that outlines the conditions that operators must comply with including Council Health Permits, Building Regulations (fire and electrical safety) and Gas Safety.
- All vendors will be safety checked before they are allowed to open

COMMUNICATIONS **STRATEGY**

Nearby Resident and Business Communication

- As part of our Temporary Road Occupation Application, nearby residents and businesses will be notified about our Event.
- Included in the letter will be event details and contact details for OSB's representative, Jimmy Goode.
- Details of the event as well as details of the Road closures will be communicated to nearby residents and businesses via this letter.
- We will obtain the signatures of at least 80% of nearby residents and businesses directly affected by the road closure in support of the event.
- The OSB team will door knock the area to speak with nearby residents and businesses about the event
- Where a door knocked property is unattended, a copy of the letter will be left advising of the proposed event, giving the occupant 7 days in which to advise Council should they object to the proposal.
- Also included in the letter is the "Residents Response Hot Line" number. At any stage during the event a resident is experiencing any excessive noise, waste or anti social behavior issues they can contact the "Resident Response Hotline" which is manned in the EOC. If a call is received in the EOC mobile response crews will be deployed immediately to the caller. The Resident Hotline Number is;

Event Day Communication

- All event day communications will be channeled through the EOC Radio channel, stakeholders present in the EOC or on the EOC radio channel will include, Event Representatives, First Aid, Security and the Resident Response Hotline operator.

TRAFFIC MANAGEMENT PLAN

- Direct Traffic Services (Traffic management contractor) will provide a full traffic management plan incorporating management of the road closure
- Public transport will promoted as the best possible method to and from the event to relieve any traffic congestion in the local area. Public transport is promoted via social networks and the OSB website.
- The 86 Tram operates along Smith Street, with a stop directly out front of the Event entrance. Clifton Hill & Victoria Park Train Stations are walking distance from Event
- A large majority of patrons will use public transport to get to the event. Motorcycle parking is available to Custom Bikes along Easey Street. There will be parking for approximately 250 motorcycles along Easey Street.

OH&S, INSURANCE & EMERGENCY MANAGEMENT

Accident & Indemnity Insurance

- Public Liability insurance and workers comp will be provided by **Boutique Risk** for 20m

Operations plan

A full operations plan will be provided by our health and safety officer including:

- Risk assessment
- Site inspection
- Truck deliveries and vehicle movements
- Building stage and infrastructure
- Closing off areas to the public
- Ground protection
- Safe Work Method Statement
- On site H+S procedures
- Ensuring PL insurance, workers comp and certification from all subcontractors and suppliers

Wet Weather Contingency

- In the event of severe inclement weather, the organisers reserve the right to close any part of the festival at any time in the interest of public safety

POWER

- The onsite power contactor company will be responsible for the safe installation, distribution and cabling of power at the event

- The stage will be powered by Generator, 32 amp 3 Phase.
- Any cabling will run against walls where possible and visible cable matting will be used
- Internal spaces will be assessed and additional cabling provided for lighting and equipment where needed
- All powered equipment will need test n tag certification

SECURITY

- Oil Stained Brain and King Security will develop a robust Security Management plan and security risk assessment plan for the event
- The Security Management Plan and Security Risk Assessment documents will form part of the overall operational plan for the event, which will be distributed to all key stakeholders.
- Security guards will be used through out Easey Street and inside key buildings to protect infrastructure and supervise patrons throughout the event and overnight.
- OSB and contracted security companies will work closely with all stakeholders including Victoria Police to ensure a safe environment for all patrons and staff.

EVENT LIGHTING

- It is proposed that Festoon lights are installed along Easey Street for atmospheric purposes.
- Adequate temporary event lighting will be installed if specified in the H&S operations plan
- City Power will be contracted to install and remove lighting.

WASTE MANAGEMENT

- A waste management company will be contracted to provide, clean and maintain event waste.
- Bins will be hired and located throughout Easey Street and emptied as required. Cleaners will also roam Easey Street throughout the day to ensure there in no waste on the street.
- Show Cleaners will be contactable via radio for rapid response.

TOILET FACILITIES

- Sufficient portable toilets and amenities will be provided to comply with the requirements of BCA Vic H102.4 "Sanitary & Amenity Facilities".
- Portable toilets will be located behind stage.
- Additional Toilets are located in 25 Easey Street.
- Toilets will be regularly checked and maintained by contracted cleaning company.

WATER STATIONS

- Free water will be provided for all event patrons

EVENT FACILITIES

EFTPOS

- EFTPOS Facilities will be located at The Kustom Kommune.

Lost property

- A lost property register will be located at The Kustom Kommune, all lost property will be held by The Kustom Kommune and can be collected after the event.

MEDICAL

- In keeping with the St John standard approach to event and emergency management, we will have an event command team allocated for the planning and event day operational management, the team will include an event commander, deputy commander, event liaison officer and clinical coordinator to manage the event operations.
- Ambulance Victoria and the local hospital will be notified of the event in the unlikely case that an ambulance needs to be called in
- Pending final site layout and planning - it is expected that the First Aid Post be located at adjacent to 26 Easey Street and will be staffed by first aid and first responder qualified members.
- In order to appropriately staff and provide the best possible first aid and medical support services to the patrons it is expected that 3 St John staff with be onsite for the duration of the event.

EVENT PROMOTION

Oil Stained Brain is fast becoming one of Australia's must see events in the motorcycling community and receives a lot of organic advertising via the online custom motorcycle community of blogs and forums.

OSB will under go an intensive 6-week advertising campaign leading up to the event. We will be advertising with publications and websites such as:

- Online
    - Social Media campaign by OSB and Kustom Kommune
    - Blogs such as;
        - Bike Exif social = 340,000+
        - Return of the Cafe Racers social = 280,000+
        - Pipeburn Social = 130,000+

        - Silodrome Social = 41,000+
        - The Bike Shed = 230,000+
- Print
    - Herald Sun Weekend magazine = 1.09 million
    - Time Out Magazine = 81,000
    - Just Bikes = 117,000 + 650,000 (online)
    - Melbourne Everguide = 100k pageviews month
    - Broadsheet = 400k pageviews month
    - The Thousands Melbourne = 50,000 pageviews month
    - Tank Moto Magaine
    - Fuel Tank Magazine

- Other
    - Bill Posters around local area
    - 10,000 Flyer distributed to local business and motorcycle shops around Victoria
    - Pop up displays in selected Motorcycle Stores